

DOCKET NO: 246121US8CONT



BEST AVAILABLE COPY

IN THE UNITED STATES PATENT & TRADEMARK OFFICE

IN RE APPLICATION OF :
CHERN H. SEET, ET AL. : EXAMINER: DONALD CHAMPAGNE
SERIAL NO: 10/751,429 :
2ND RCE FILED: HEREWITH : GROUP ART UNIT: 3622
FOR: METHOD AND SYSTEM FOR :
ADVERTISEMENT USING INTERNET
BROWSER WITH BOOK-LIKE
INTERFACE

PETITION UNDER 37 C.F.R. § 1.182

COMMISSIONER FOR PATENTS
ALEXANDRIA, VIRGINIA 22313

SIR:

Applicants hereby submit that the declaration previously filed January 6, 2004 incorrectly identifies the second listed inventor as Chee Kwan Chow due to a transliterary error. The correct spelling is Chee Kwang Chow. A Statement to Accompany Petition Under 37 C.F.R. § 1.182 signed by Chee Kwang Chow is attached herewith. A Supplemental Declaration signed by Chee Kwang Chow and a Supplemental Application Data Sheet are also attached herewith. Applicants respectfully request a correction of the name in the United States Patent and Trademark Office's records.

Customer Number

22850

Tel: (703) 413-3000

Fax: (703) 413 -2220
(OSMMN 06/04)

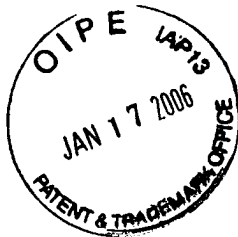
01/19/2006 HALI11 00000067 10751429

04 FC:1462 270.00 DA 130.00 OP

Respectfully submitted,

OBLON, SPIVAK, McCLELLAND,
MAIER & NEUSTADT, P.C.

Bradley D. Lytle
Attorney of Record
Registration No. 40,073
Michael E. Monaco
Registration No. 52,041



DOCKET NO: 246121US8CONT

IN THE UNITED STATES PATENT & TRADEMARK OFFICE

IN RE APPLICATION OF :

CHERN H. SEET, ET AL.

: EXAMINER: DONALD CHAMPAGNE

SERIAL NO: 10/751,429 :

RCE FILED: MAY 6, 2005

: GROUP ART UNIT: 3622

FOR: METHOD AND SYSTEM FOR
ADVERTISEMENT USING INTERNET
BROWSER WITH BOOK-LIKE
INTERFACE

STATEMENT TO ACCOMPANY PETITION UNDER 37 C.F.R. §1.182

COMMISSIONER FOR PATENTS
ALEXANDRIA, VIRGINIA 22313

SIR:

I, Chee Kwang Chow, declare and state that:

1. I am one of the joint inventors of the claimed invention.
2. The inventor name of "Chee Kwan Chow" listed on the declaration signed November 13, 2000 refers to "Chee Kwang Chow" printed on the attached supplemental declaration signed by myself on JANUARY 11, 2006
3. The listing of "Chee Kwan Chow" as a joint inventor occurred due to an inaccuracy in the inventor information concerning myself.

4. I further declare that all statements made herein of own knowledge are true and that all statements made on information and belief are believed to be true; and further that these statements were made with the knowledge that willful false statements and the like so made are punishable by fine or imprisonment, or both, under Section 1001 of Title 18 of the United States Code and that such willful false statements may jeopardize the validity of the application or any patent issuing thereon.

JANUARY 11, 2006

Date:



CHEE KWANG CHOW

**Supplemental****Declaration For Utility or Design Application
Using an Application Data Sheet**

We (I) the undersigned inventor(s), hereby declare(s) that:

We (I) believe that we are (I am) the original, first and joint (sole) inventor(s) of the subject matter which is claimed and for which a patent is sought on the invention entitled

**METHOD AND SYSTEM FOR ADVERTISEMENT USING INTERNET BROWSER WITH BOOK-LIKE
INTERFACE**

the specification of which

☐ is attached hereto.

☒ was filed on January 6, 2004 as

Application Serial No. 10/751,429

and amended on October 27, 2004

☐ was filed as PCT international application

Number _____

on _____

and was amended under PCT Article 19

on _____

(if applicable).

We (I) hereby state that we (I) have reviewed and understand the contents of the above-identified specification, including the claims, as amended by any amendment referred to above.

We (I) acknowledge the duty to disclose information known to be material to the patentability of this application as defined in Section 1.56 of Title 37 Code of Federal Regulations, including for continuation-in-part applications, material information which became available between the filing date of the prior application and the national or PCT International filing date of the continuation-in-part application.

We (I) declare that all statements made herein of our (my) own knowledge are true and that all statements made on information and belief are believed to be true; and further that these statements were made with the knowledge that willful false statements and the like so made are punishable by fine or imprisonment, or both, under Section 1001 of Title 18 of the United States Code and that such willful false statements may jeopardize the validity of the application or any patent issuing thereon.

Chern Hway SEET

NAME OF FIRST OR SOLE INVENTOR

Citizen of: SINGAPORE

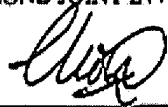
Signature of Inventor

Date

January 11, 2006

Chre Kwang CHOW

NAME OF SECOND JOINT INVENTOR



Signature of Inventor

Citizen of: SINGAPORE

JANUARY 11, 2006

Date

Eugene Eng Khian TAN

NAME OF THIRD JOINT INVENTOR

Citizen of: SINGAPORE

Signature of Inventor

Date

Hong Khoon WAN

NAME OF FOURTH JOINT INVENTOR

Citizen of: SINGAPORE

Signature of Inventor

Date

Seng Beng HO

NAME OF FIFTH JOINT INVENTOR

Citizen of: SINGAPORE

Signature of Inventor

(OSMMN 09/2005)

Date



INTELLECTUAL APPLICATION DATA SHEET

APPLICATION INFORMATION

Application Date:: 01/06/04
Application Type:: REGULAR
Subject Matter:: UTILITY
CD-ROM or CD-R?:: NONE
Title:: METHOD AND SYSTEM FOR
ADVERTISEMENT USING INTERNET
BROWSER WITH BOOK-LIKE
INTERFACE
Attorney Docket Number:: 246121US-8 CONT
Total Drawing Sheets:: 17

INVENTOR INFORMATION

Applicant Authority Type:: INVENTOR
Primary Citizenship Country:: SINGAPORE
Status:: FULL CAPACITY
Given Name:: Chern
Middle Name:: Hway
Family Name:: SEET
State or Province of Residence:: SINGAPORE
Country of Residence:: REPUBLIC OF SINGAPORE
Street of Mailing Address:: 72 Medway Drive
State or Province of Mailing Address:: SINGAPORE
Country of Mailing Address:: REPUBLIC OF SINGAPORE
Postal or Zip Code of Mailing Address:: 556572

Applicant Authority Type:: INVENTOR
Primary Citizenship Country:: SINGAPORE
Status:: FULL CAPACITY
Given Name:: Chee
Middle Name:: Kwang
Family Name:: CHOW
State or Province of Residence:: SINGAPORE
Country of Residence:: REPUBLIC OF SINGAPORE
Street of Mailing Address:: 6 Lorong 1 Realty Part
State or Province of Mailing Address:: SINGAPORE
Country of Mailing Address:: REPUBLIC OF SINGAPORE
Postal or Zip Code of Mailing Address:: 536930

Applicant Authority Type:: INVENTOR
Primary Citizenship Country:: SINGAPORE
Status:: FULL CAPACITY
Given Name:: Eugene
Middle Name:: Eng Khian
Family Name:: TAN
State or Province of Residence:: SINGAPORE
Country of Residence:: REPUBLIC OF SINGAPORE
Street of Mailing Address:: 10 Sennett Drive
State or Province of Mailing Address:: SINGAPORE
Country of Mailing Address:: REPUBLIC OF SINGAPORE
Postal or Zip Code of Mailing Address:: 466988

Applicant Authority Type:: INVENTOR
Primary Citizenship Country:: SINGAPORE
Status:: FULL CAPACITY
Given Name:: Hong
Middle Name:: Khoon
Family Name:: WAN
State or Province of Residence:: SINGAPORE
Country of Residence:: REPUBLIC OF SINGAPORE
Street of Mailing Address:: 27 Jalan Intan
State or Province of Mailing Address:: SINGAPORE
Country of Mailing Address:: REPUBLIC OF SINGAPORE
Postal or Zip Code of Mailing Address:: 668787

Applicant Authority Type:: INVENTOR
 Primary Citizenship Country:: SINGAPORE
 Status:: FULL CAPACITY
 Given Name:: Seng Beng
 Family Name:: HO
 State or Province of Residence:: SINGAPORE
 Country of Residence:: REPUBLIC OF SINGAPORE
 Street of Mailing Address:: APT BLK 546 PASIR RIS STREET 51
 #03-13
 State or Province of Mailing Address:: SINGAPORE
 Country of Mailing Address:: REPUBLIC OF SINGAPORE
 Postal or Zip Code of Mailing Address:: 510546

CORRESPONDENCE INFORMATION

Correspondence Customer Number:: 22850

REPRESENTATIVE INFORMATION

Representative Customer Number:: 22850

DOMESTIC PRIORITY INFORMATION

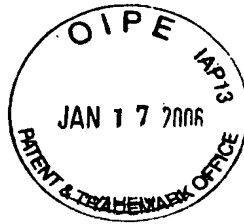
Application::	Continuity Type::	Parent Application::	Parent Filing Date::
This Application	Continuation of	10/283,084	10/30/02
10/283,084	Continuation of	09/686,902	10/12/00

FOREIGN PRIORITY INFORMATION

ASSIGNMENT INFORMATION

Assignee Name:: E-BOOK SYSTEMS PTE LTD
 Street of Mailing Address:: Blk 13 Lorong 8, Toa Payoh #06-03
 State or Province of Mailing Address:: Singapore
 Country of Mailing Address:: Republic of Singapore
 Postal or Zip Code of Mailing Address:: 319261

DOCKET NO: 246121US8CONT



IN THE UNITED STATES PATENT & TRADEMARK OFFICE

IN RE APPLICATION OF :
CHERN H. SEET, ET AL. : EXAMINER: CHAMPAGNE, DONALD
SERIAL NO: 10/751,429 :
2ND FILED: HEREWITH : GROUP ART UNIT: 3622
FOR: METHOD AND SYSTEM FOR :
ADVERTISEMENT USING INTERNET
BROWSER WITH BOOK-LIKE
INTERFACE

DECLARATION UNDER 37 C.F.R. § 1.131

COMMISSIONER FOR PATENTS
ALEXANDRIA, VIRGINIA 22313

SIR:

Attached find declarations, along with attachments, signed and dated by inventors

Chee Kwang Chow, Seng Beng Ho, Hong Koon Wan, and Chern Hway Seet.


Respectfully submitted,

OBLON, SPIVAK, McCLELLAND,
MAIER & NEUSTADT, P.C.

Customer Number

22850

Tel: (703) 413-3000
Fax: (703) 413 -2220
(OSMMN 06/04)



Bradley D. Lytle
Attorney of Record
Registration No. 40,073
Michael E. Monaco
Registration No. 52,041



The undersigned, CHERN HWAY SEET, herein declares as follows:

1. That I am a named co-inventor of App. Ser. No. 10/751,429, filed January 6, 2004, as well as of priority applications 10/283,084 filed on October 30, 2002 and 09/686,902 filed on October 12, 2000.

2. That the presently claimed invention was at least conceived by the inventors prior to June 30, 2000, as evidenced at least by an internal, proprietary software design documents dated August 30, 1999, October 8, 1999, and June 7, 2000 [Exhibit A].

3. That a beta version of the invention of October 8, 1999 was completed on July 17, 2000 and a public release version was completed on July 25, 2000, as evidenced by a date-time stamped file directory and an email dated July 26, 2000 [Exhibit B].

4. That the invention was diligently reduced to practice at least from June 29, 2000 to the beta release date of July 17, 2000 as evidenced by an internal presentation dated July 4, 2000 and a corresponding email dated June 29, 2000 [Exhibit C].

The undersigned declares that all statements made herein of his own knowledge are true and that all statements made on information and belief are believed to be true; and further that these statements were made with the knowledge that willful false statements and the like so made are punishable by fine or imprisonment, or both, under Section 1001 of Title 18 of the United States Code and that such willful false statements may jeopardize the validity of this application or any patent issuing thereon.



CHERN HWAY SEET

Date

6 Jan 2006

The undersigned, CHEE KWANG CHOW, herein declares as follows:

1. That I am a named co-inventor of App. Ser. No. 10/751,429, filed January 6, 2004, as well as of priority applications 10/283,084 filed on October 30, 2002 and 09/686,902 filed on October 12, 2000.

2. That the presently claimed invention was at least conceived by the inventors prior to June 30, 2000, as evidenced at least by an internal, proprietary software design documents dated August 30, 1999, October 8, 1999, and June 7, 2000 [Exhibit A].

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CHEE KWANG CHOW

Date

6 JAN 2006



The undersigned, HONG KHOON WAN, herein declares as follows:


1. That I am a named co-inventor of App. Ser. No. 10/751,429, filed January 6, 2004, as well as of priority applications 10/283,084 filed on October 30, 2002 and 09/686,902 filed on October 12, 2000.

2. That the presently claimed invention was at least conceived by the inventors prior to June 30, 2000, as evidenced at least by an internal, proprietary software design documents dated August 30, 1999, October 8, 1999, and June 7, 2000 [Exhibit A].

3. That a beta version of the invention of October 8, 1999 was completed on July 17, 2000 and a public release version was completed on July 25, 2000, as evidenced by a date-time stamped file directory and an email dated July 26, 2000 [Exhibit B].

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HONG KHOON WAN

Date Jan 6, 2006



The undersigned, Dr. Seng Beng Ho, herein declares as follows:

1. That I am a named co-inventor of App. Ser. No. 10/751,429, filed January 6, 2004, as well as of priority applications 10/283,084 filed on October 30, 2002 and 09/686,902 filed on October 12, 2000.

2. That the presently claimed invention was at least conceived by the inventors prior to June 30, 2000, as evidenced at least by an internal, proprietary software design documents dated August 30, 1999, October 8, 1999, and June 7, 2000 [Exhibit A].

3. That a beta version of the invention of October 8, 1999 was completed on July 17, 2000 and a public release version was completed on July 25, 2000, as evidenced by a date-time stamped file directory and an email dated July 26, 2000 [Exhibit B].

4. That the invention was diligently reduced to practice at least from June 29, 2000 to the beta release date of July 17, 2000 as evidenced by an internal presentation dated July 4, 2000 and a corresponding email dated June 29, 2000 [Exhibit C].

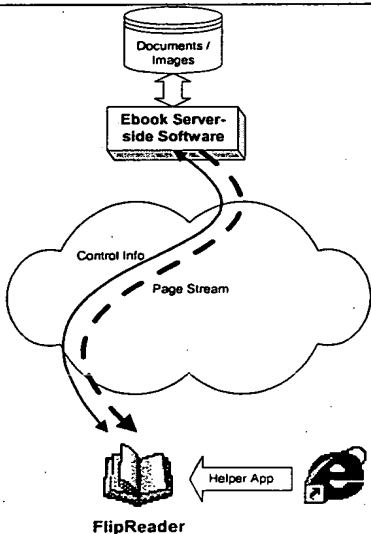
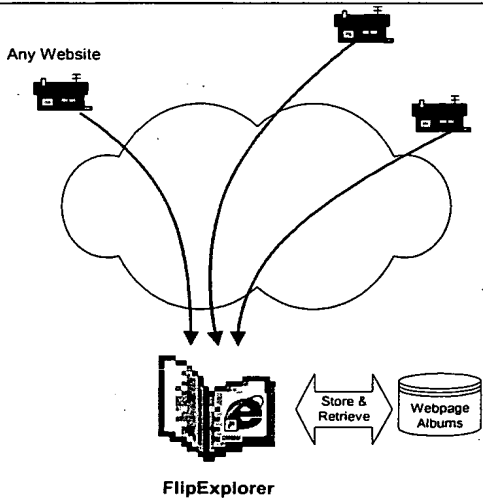
The undersigned declares that all statements made herein of his own knowledge are true and that all statements made on information and belief are believed to be true; and further that these statements were made with the knowledge that willful false statements and the like so made are punishable by fine or imprisonment, or both, under Section 1001 of Title 18 of the United States Code and that such willful false statements may jeopardize the validity of this application or any patent issuing thereon.

Dr. Seng Beng Ho


Date

(Updated) Briefs of two Web-Enabled Products: **FlipReader¹** and **FlipExplorer¹**

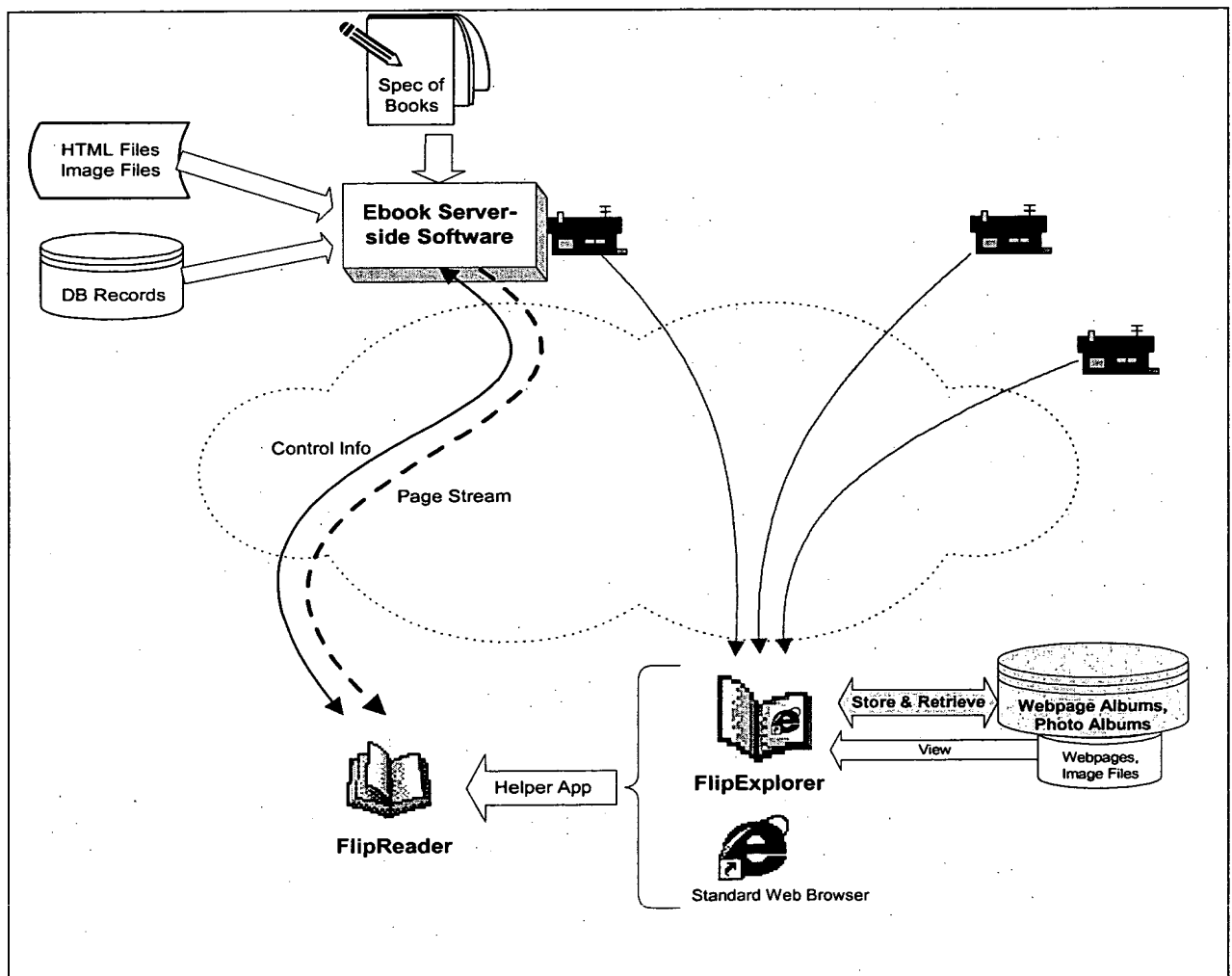
1 - Interim code names for products under development.

	FlipReader	FlipExplorer
Streaming	Streaming required.	No streaming.
Page Structure	Page content flows to the next page, without scrolling.	Each page embeds a browser, with bounded scrollbars.
Technology requirement	<ol style="list-style-type: none"> 1. Special protocol (most likely, augmentation of HTTP) required to allow Client some control over Server. 2. PIML required for structuring ebook pages. 	<ol style="list-style-type: none"> 1. Standard HTTP. 2. Standard HTML.
Selection of ebook contents.	Publisher-determined. Reader is delivered information according to what the ebook contains.	User-determined. The ebook is dynamically composed in accordance with the pages retrieved from the Web by the user.
Span of information source.	Single-source. The pages are drawn from a prepared source from one website.	Multi-source. Like standard web browsers, the pages can be drawn from any number of web-sites.
Development focus	Both server-side and client-side.	Only client-side.
Product Intention	<p>To enable <i>real-time</i> reading of ebooks over the web, so that corporations and website administrators can:</p> <ol style="list-style-type: none"> 1. publish large tracts of related material that are naturally sequential in nature, e.g., catalogs, manuals, yearbooks, etc. 2. present general information in a way where readability scales upward comfortably as the amount of published information increases, without leading the reader into the kind of navigational maze induced by a collection of interlinked HTML pages. <p>Delivered as a <i>helper app</i> for web-browsers, including FlipExplorer.</p> <p>FlipReader does for page-based information (largely text and images) what RealAudio does for audio information.</p>	<p>To present users with a more intuitive web-browser GUI that embodies natural support for:</p> <ol style="list-style-type: none"> 1. navigation over historical pages in a visually non-confusing way that is superior to the present Backward-Forward approach of conventional web-browsers. 2. organizing and compiling webpages into distinct subject-matter ebooks that can be filed away for future reference, and embellished with other value-adding info (contents, annotations, bookmarks, etc.) supplied by the user. 3. the ultimate implementation of bookmarking, on visually-concrete <i>books</i>. <p>Delivered as a web-browser application, equipped with a unique <i>webpage compilation</i> feature:</p> <p>FlipExplorer does for webpages what FlipAlbum does for digital photos.</p>
Schematics	 <p>The diagram illustrates the FlipReader architecture. It starts with a cylinder icon labeled 'Documents / Images' at the top. An arrow points down to a box labeled 'Ebook Server-side Software'. From this box, a dashed arrow labeled 'Page Stream' and a solid arrow labeled 'Control Info' lead into a cloud. From the cloud, a solid arrow points down to a book icon labeled 'FlipReader'. A 'Helper App' (represented by an 'e' icon) is shown with an arrow pointing to the FlipReader icon.</p>	 <p>The diagram illustrates the FlipExplorer architecture. At the top, three 'Any Website' icons (house-like) have arrows pointing to a central cloud. From the cloud, an arrow points down to a book icon labeled 'FlipExplorer'. To the right of the FlipExplorer icon is a box labeled 'Store & Retrieve' with a double-headed arrow, which is connected to a cylinder icon labeled 'Webpage Albums'.</p>

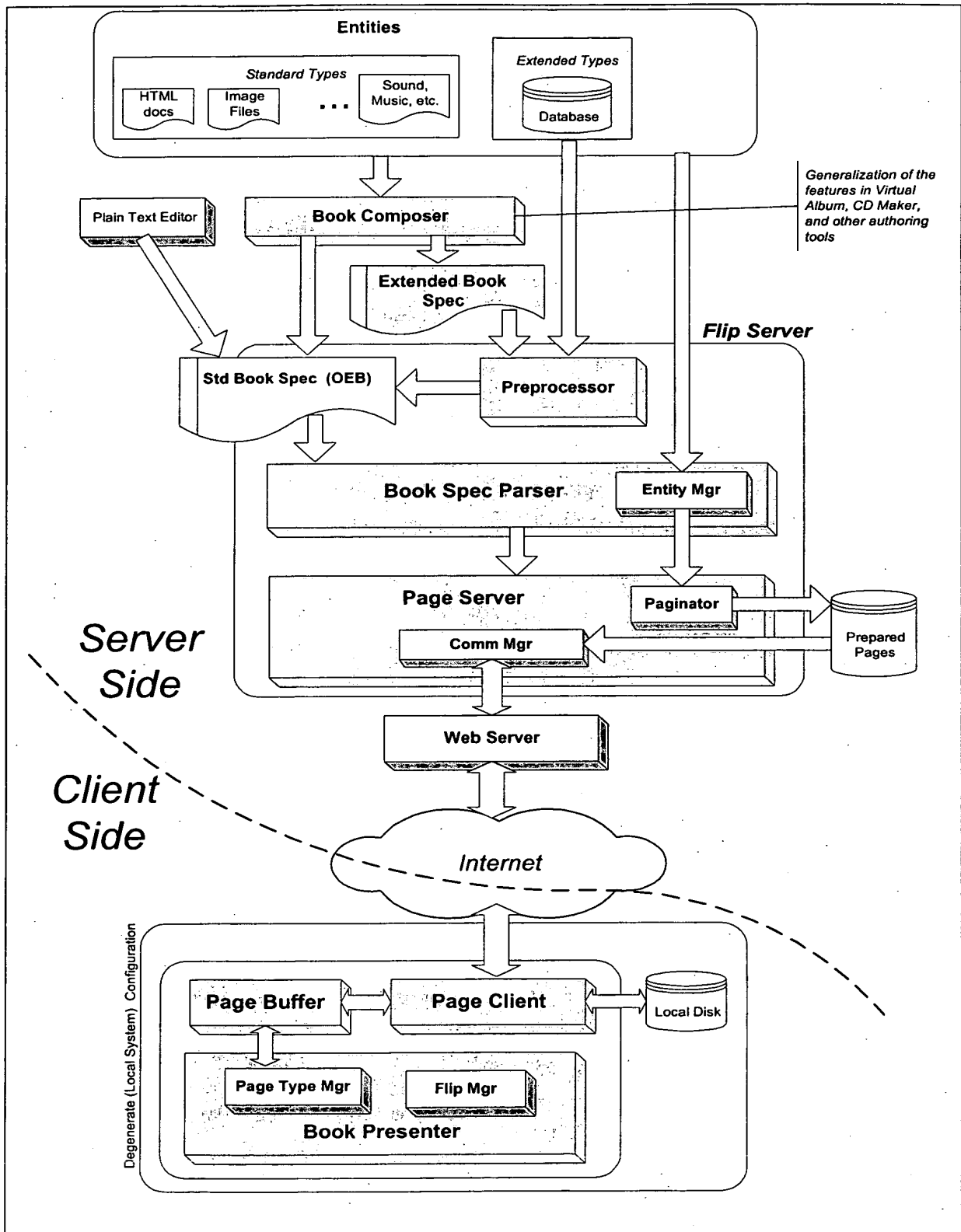
Demonstration of Streaming Book Plug-in

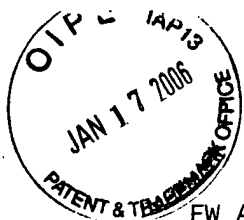
Ebook Filename	 Book Specification
<i>Testbook1.oeb</i>	Specifies image filenames explicitly
<i>Testbook2.oeb</i>	Specifies directory on server
<i>Testbook3.oeb</i>	Specifies a database table, to demo product catalogue of fish for sale
<i>Testbook4.oeb</i>	Specifies a database table, to demo book of HR records

Schematics:



Architectural Framework for Ebook Software Products





FW Advertisement.txt
From: Seet Chern Hway [seet@ebooksys.com]
Sent: Friday, November 18, 2005 5:46 PM
To: Ho Seng Beng
Subject: FW: Advertisement

Follow Up Flag: Follow up
Flag Status: Purple

This email was sent by a former engineer to me during the early days of FlipBrowser development.

-----Original Message-----

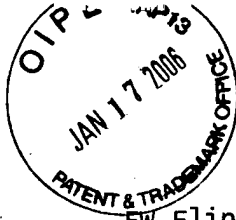
From: Kuo Chiang [mailto:kcchiang@ebooksys.com]
Sent: Wednesday, June 07, 2000 10:36 AM
To: seet@ebooksys.com
Subject: Advertisement

Hey Seet,
Just a thought... You may want to consider full-page advertisements in FlipBrowser (esp the free version), just as in traditional magazines and newspapers.

While banner ads are intrusive (since it is embedded within the actual content), people are used to having full-page advertisements in magazines. In fact, I even read them. Having full-page advertisements also allow the advertisers to carry more information (such as a list of discount items & their prices), which is currently impractical with banner ads.

I think this idea was previously mentioned, but kinda got lost later... You may want to resurrect it.

KC



FW FlipAlbum 4 0 Beta Testing Procedure (EBS).txt

From: Leeann Chew [leeann@ebooksys.com]
Sent: Wednesday, December 28, 2005 12:35 PM
To: Ho Seng Beng
Subject: FW: FlipAlbum 4.0 Beta Testing Procedure (EBS)

Follow Up Flag: Follow up
Flag Status: Red

fyi

-----Original Message-----

From: fabeta [mailto:fabeta@ebooksys.net]
Sent: Wednesday, July 26, 2000 9:24 AM
To: Zhiliang; Willy Ang; William Yeo; wendy; weiling; Vernon Loke; tina; Sengbeng
Ho; seet; Rick; Richard Wan; Peng Yaw; Paul; Ong Pick Chen; Nick; Mok Tian Soon; May
Sim; Liu Hong Tao; Leeann; khalima; KC Chan; Kai Kei Cheng; Joe Ng; Jess; Jennie;
Jeffrey Liang; James Goh; Hong Yu Li; Hilary Choi; Eugene; Esther Chan; Danny Chua;
Cindy Sim; Chill; Chi Keung Tam; Charlene Teo; chandrima das; bernarto; Ashley;
Andrew James Long; Meng Liang
Subject: FlipAlbum 4.0 Beta Testing Procedure (EBS)

Hi all,

As you are all aware, we have finally launched our beta test for FlipAlbum 4.0 and FlipBrowser 1.0 yesterday (25Jul00). I have attached you the beta testing procedures for FlipAlbum 4.0. Pls feel free to try it and feedback to us.

cheers
H. Senthil
Product Marketing
FlipAlbum 4.0

Dear FlipAlbum 4.0 Beta Testers,

We would like to thank you for being a beta tester of this revolutionary software that is both a Web Browser and a E-Book viewer (album viewer). We greatly value your efforts and input. Please find below the Beta testing procedures. Should you have any questions about the procedures, please contact us at fabeta@ebooksys.net

Please uninstall FlipAlbum Beta Preview version before installing the current beta version, then delete the relevant FlipAlbum 4.0 (Beta Preview) Directory (C:\Program Files\E-Book Systems\FliAlbum 4.0)

FlipAlbum 4.0 Beta Test

=====
Beta Testing Procedure:
=====

1. Download the software
2. Install FlipAlbum 4.0 (Beta)
3. Test / use the software
4. Feedback to us by completing our Beta Feedback Form online
<http://www.digiflip.com/flipalbum/beta/feedback.php>
(Please provide your valuable feedback by 11th Aug 2000)

=====
Downloading Information:
=====

Download Site: <http://www.digiflip.com/flipalbum/beta/>
Page 1

A screenshot of a Windows Explorer window. The address bar shows the path: \\Janus\qa_public\Software Release Package\FlipBrowser\1.00. The left pane shows a tree view of the directory structure, including folders like BugReport, BugTracker, Installation, Share, Software Release Package, and files like Beta, CD FlipViewer Tool, CD Shopping Cart, DRM Tool, FAR, FlipAlbum, FlipAlbum CDMaker, FlipAlbum Pro, FlipAlbum Suite, FlipAnalyzer, FlipBrowser, and various versioned files (1.00 to 1.21). The right pane shows details for the selected file, including Name, Size, Type, and Date Modified.

FW FlipAlbum 4 0 Beta Testing Procedure (EBS).txt

Executable: fa40beta.exe
User Name: beta
Site Password: 866424

=====
Areas to test:
=====

Apart from testing the capability of FlipAlbum reflected in the feature list (The feature list could be found inside the 'Help' menu of the FlipAlbum), please also test the following:

1. Formats accepted by FlipAlbum 4.0 (Beta). ie. gif, tif, bmp, jpg, pcx, ico, wmp, png, wav, mid, and avi 2. Access the 'opf' sites at the following url www.fliplibrary.com using FlipAlbum 4.0 (beta) 3. Surf the Internet using FlipAlbum 4.0 (Beta). Please note that the web pages are better viewed in CENTERFOLD mode.

All answers to this Beta Feedback Form will be kept strictly confidential. Please be reminded that this Beta version should not be re-distributed and should be kept confidential until the final launch of the product.

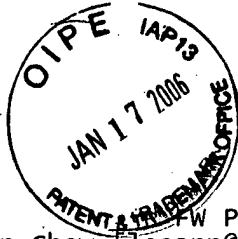
All Beta users who have tested FlipAlbum 4.0 and have successfully submitted the beta feedback form will be provided a complimentary copy of FlipAlbum 4.0:-)

Thank you for your time and kind attention.

Sincerely,

H. Senthil
Beta Master
FlipAlbum 4.0

E-Book Systems, Inc.
www.flipalbum.com



From: Leeann Chew [leeann@ebooksys.com]
Sent: Wednesday, December 28, 2005 12:24 PM
To: Seet; Ho Seng Beng
Subject: FW: Product Strategy of Ebook Systems

Follow Up Flag: Follow up
Flag Status: Red

Dear Seet, and Seng-Beng,

This is the message I sent out on June 29, 2000 to the staff.

regards,
Leeann

-----Original Message-----

From: Leeann [mailto:leeann@ebooksys.com]
Sent: Thursday, June 29, 2000 9:19 AM
To: Chandrima Das; Ada Ong; Andrew James Long; Ashley Lui; Bernarto P N Tjahjono; Charlene Teo; Cheng Kai Kei; Chiang Kuo Chiang; Chill Tang; Cindy Sim; Danny Chua; Esther Chan; Eugene Tan; Fred Chan; Heng Peng Yaw; Ho Seng Beng; James Goh; Jeffrey Liang; Joe Ng; Khalima Ahmad; Lim Meng Liang; Liu Hong Tao; May Sim; Ong Pick Chen; Rick Chow; Ruby Li; Seet; Senthil Kumaran; Tam; Vernon Loke; Wang Zhi Liang; William Yeo; Willy Ang
Cc: Richard Wan; Mok Tian Soon
Subject: Product Strategy of Ebook Systems

Dear Everyone

We are pleased to invite you to attend a briefing by our CTO on:

Date: Tuesday, 4th July 2000
Time: 3.00pm
Venue: Conference Room

Please mark this important date in your calendar or diary. We look forward to seeing you there!

Leeann

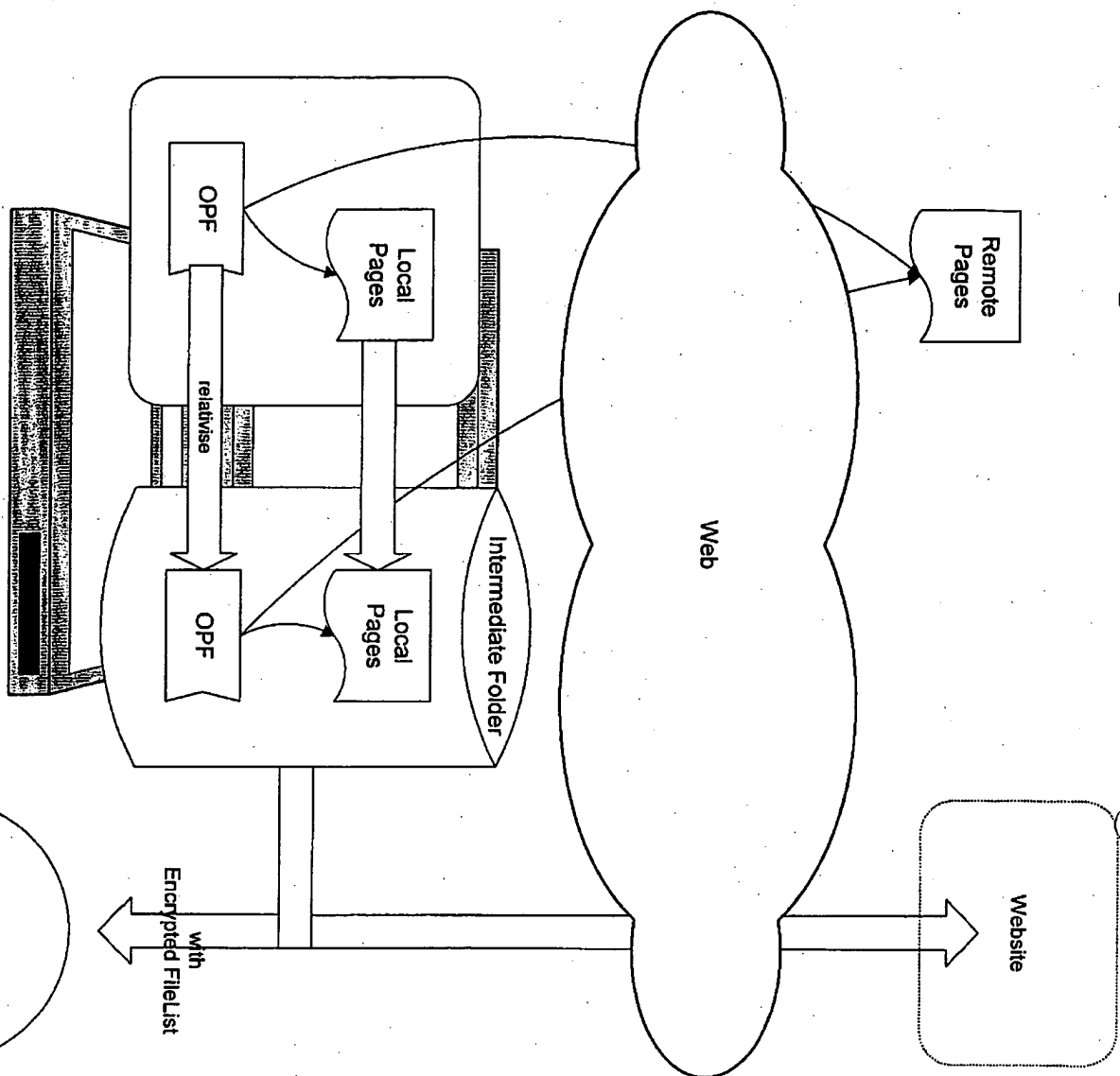
Message from the CTO:

A core group of people within the Company has been debating and formulating the Company's vision and product strategy for a while now, and in two months time we would be launching the next generation of FlipAlbum-related products, derived from this strategy.

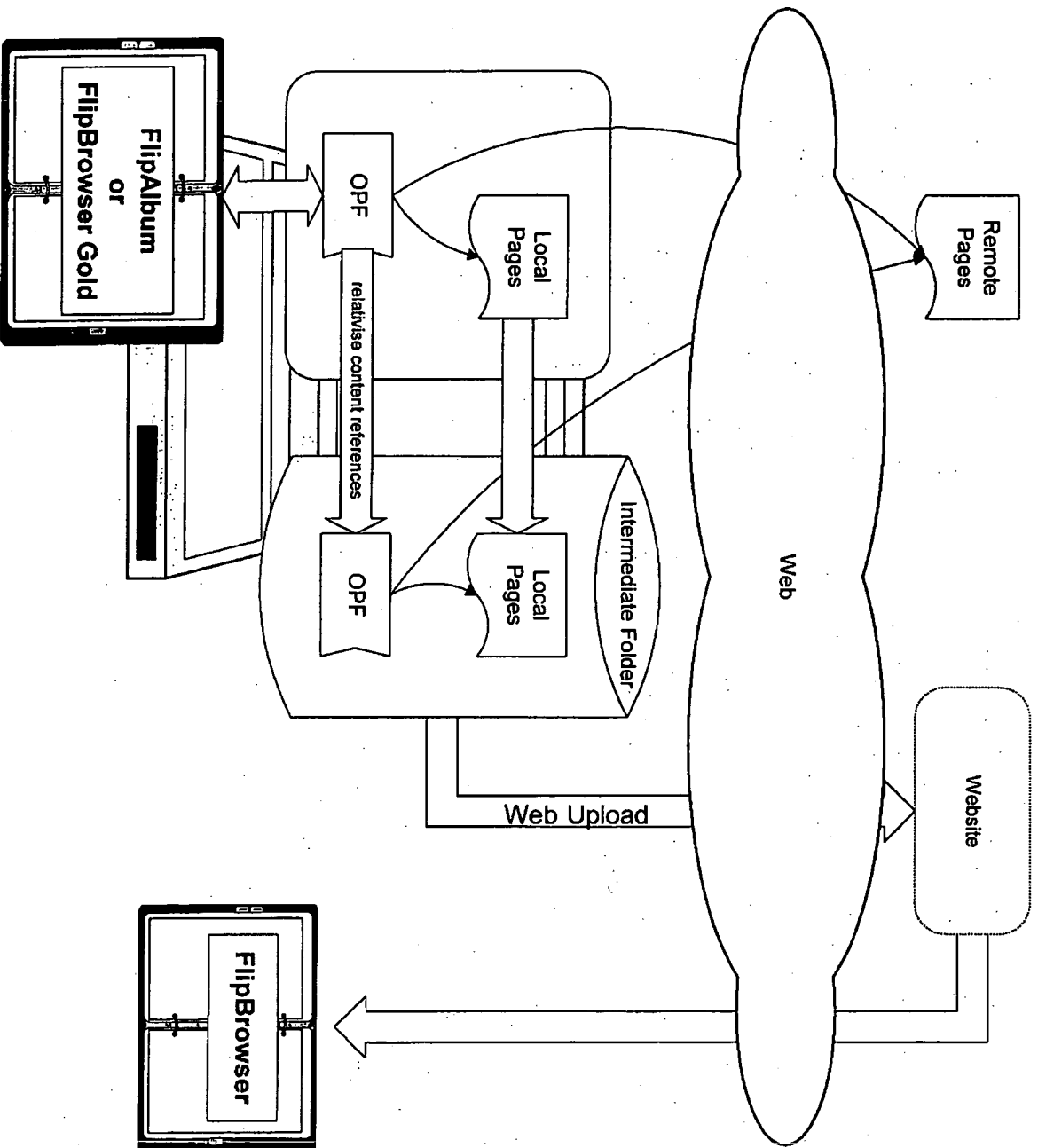
What are these new products, and how do they relate to the existing products? And what is the Company's product strategy?

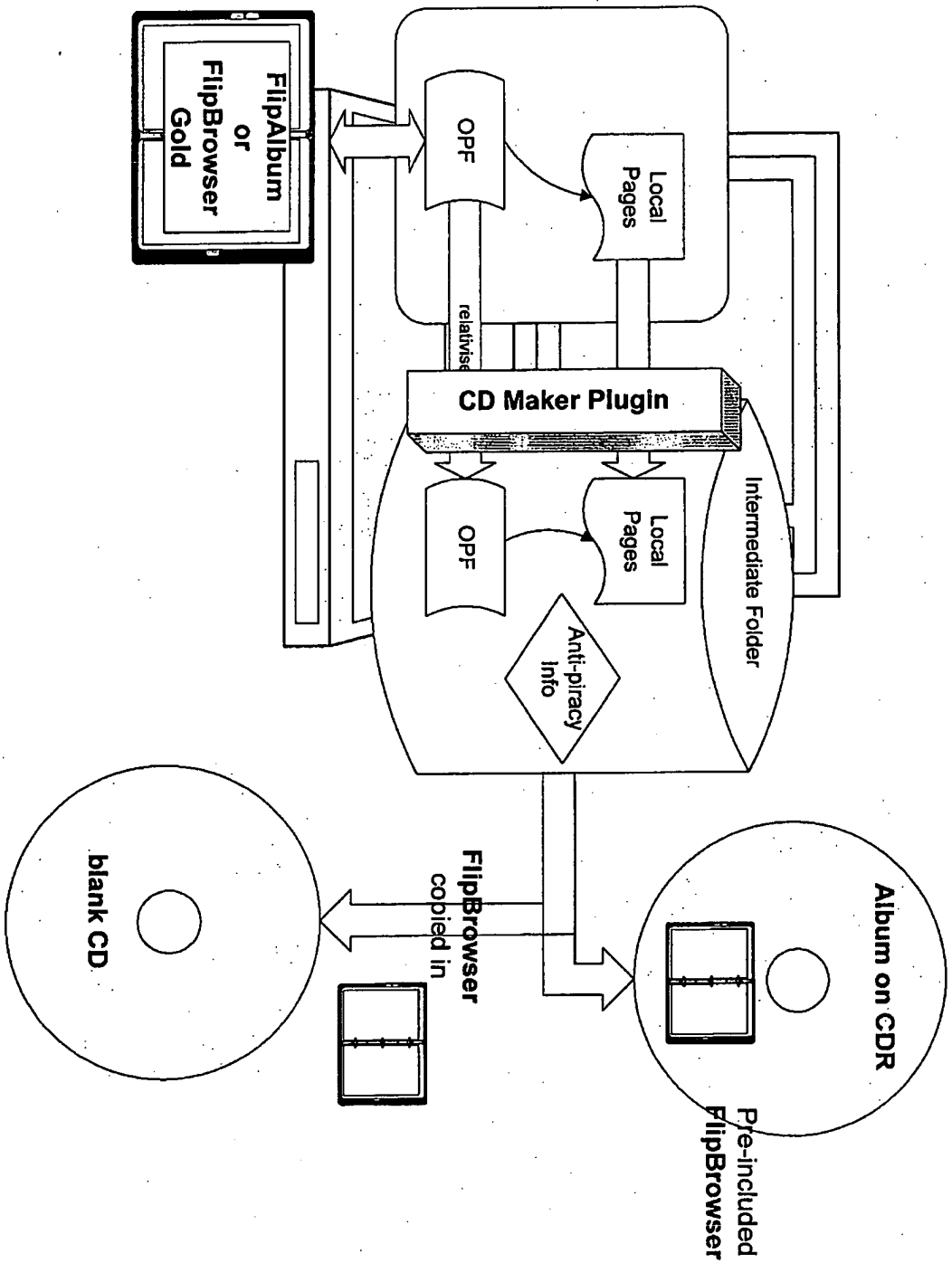
I will be addressing these issues in a presentation on next Tuesday, 3pm, at the conference room. Please drop in, to understand what the excitement is all about, and to recharge your faith in banking your career with E-Book Systems.

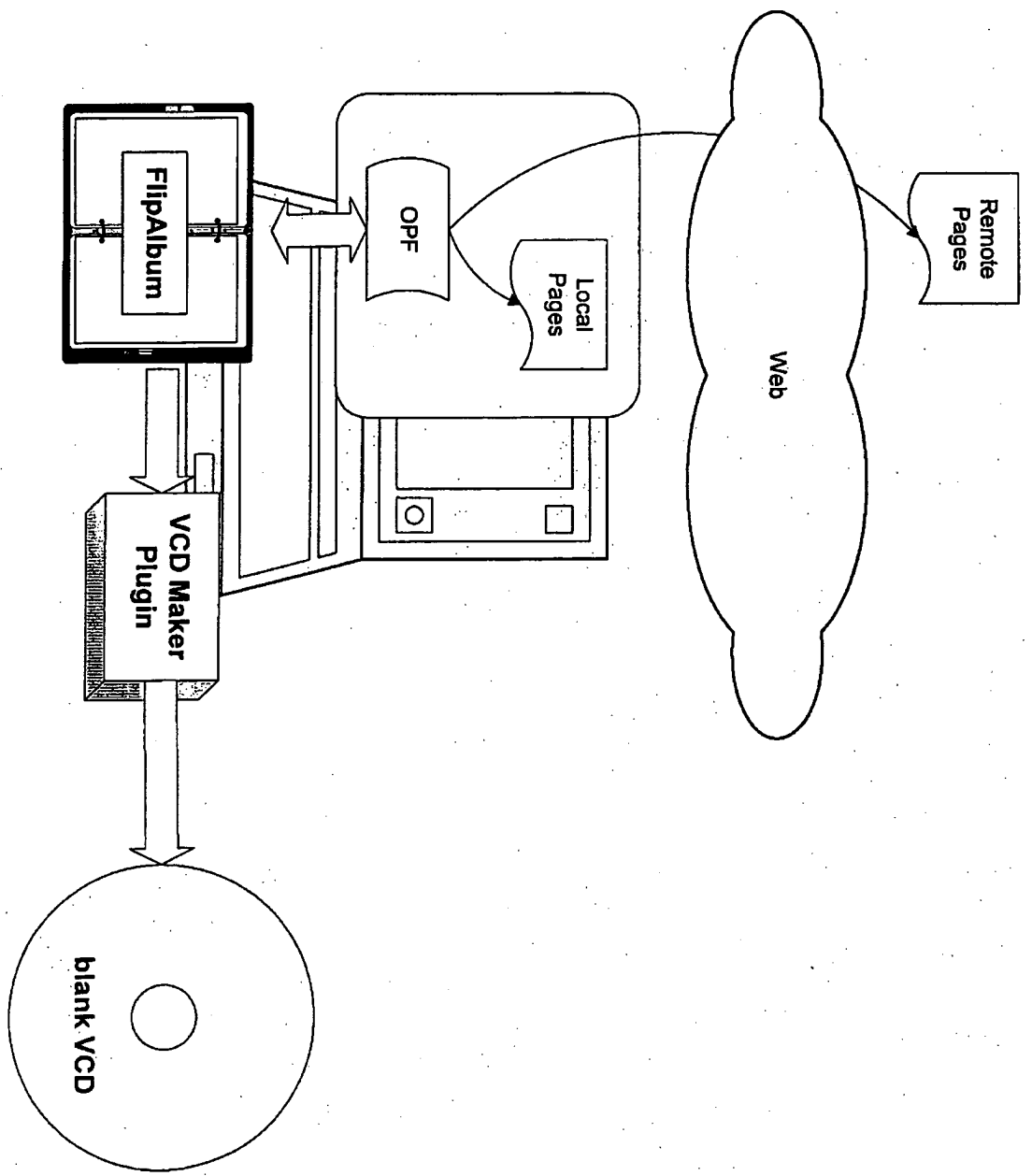
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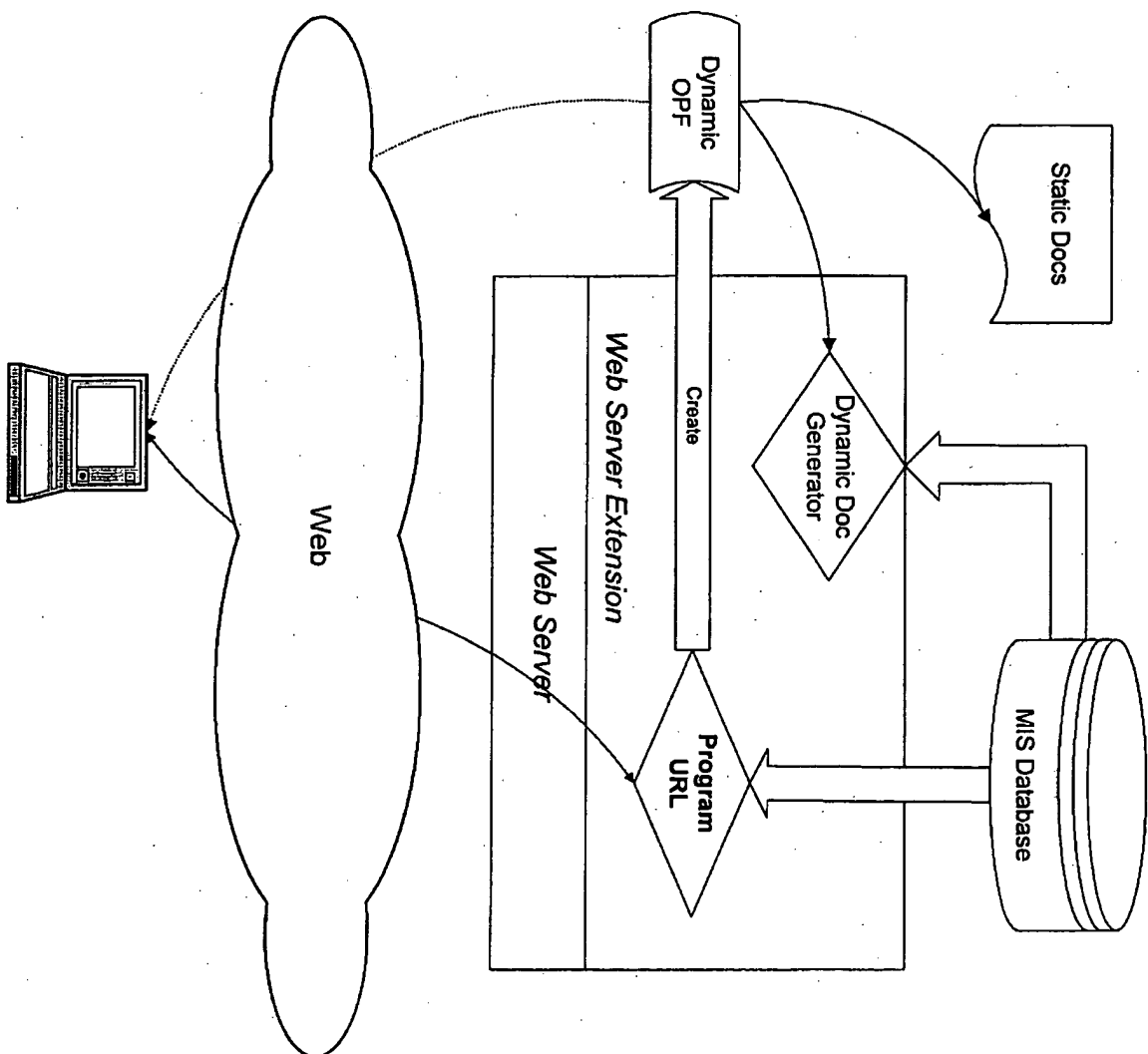


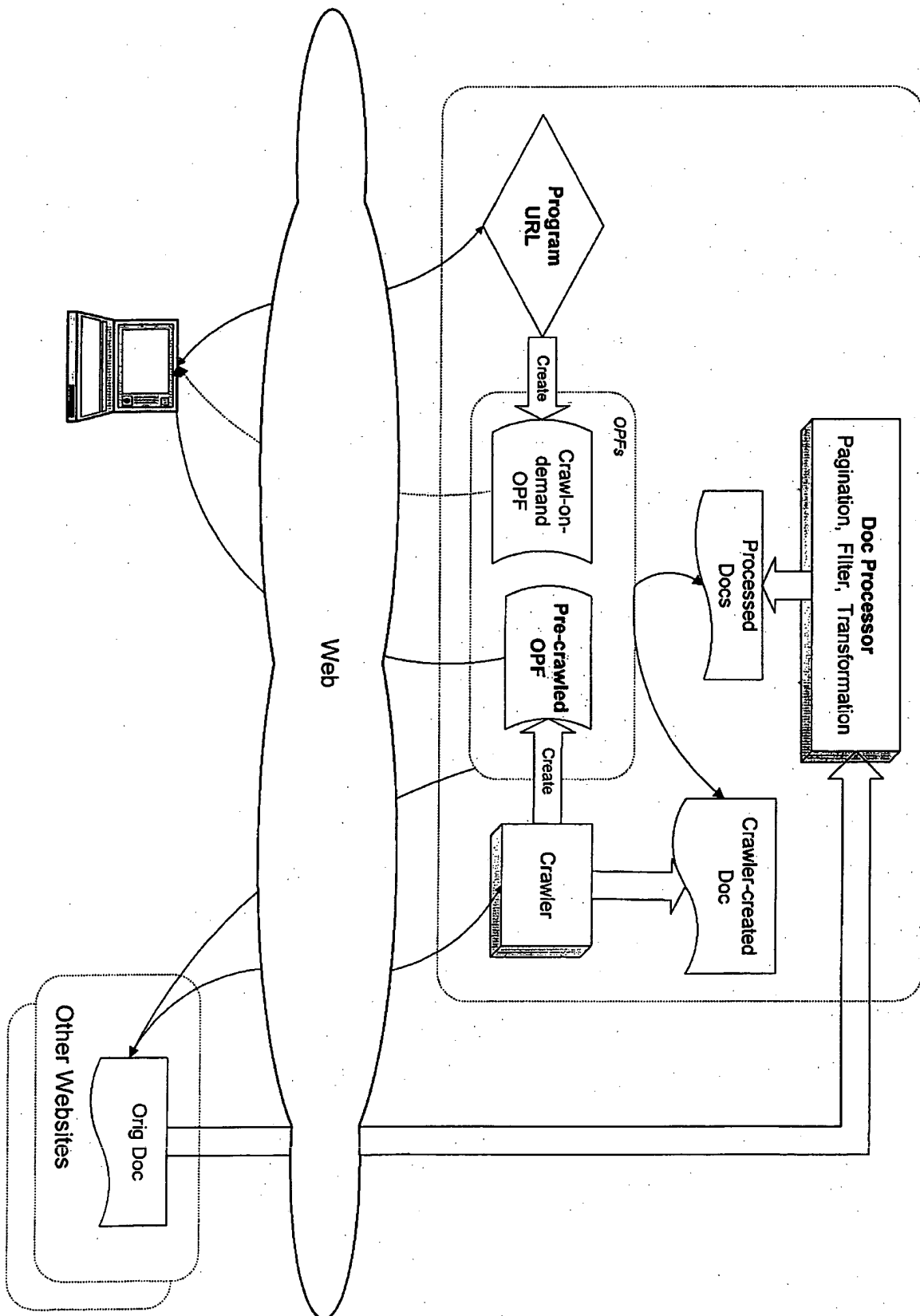
"Serverless"



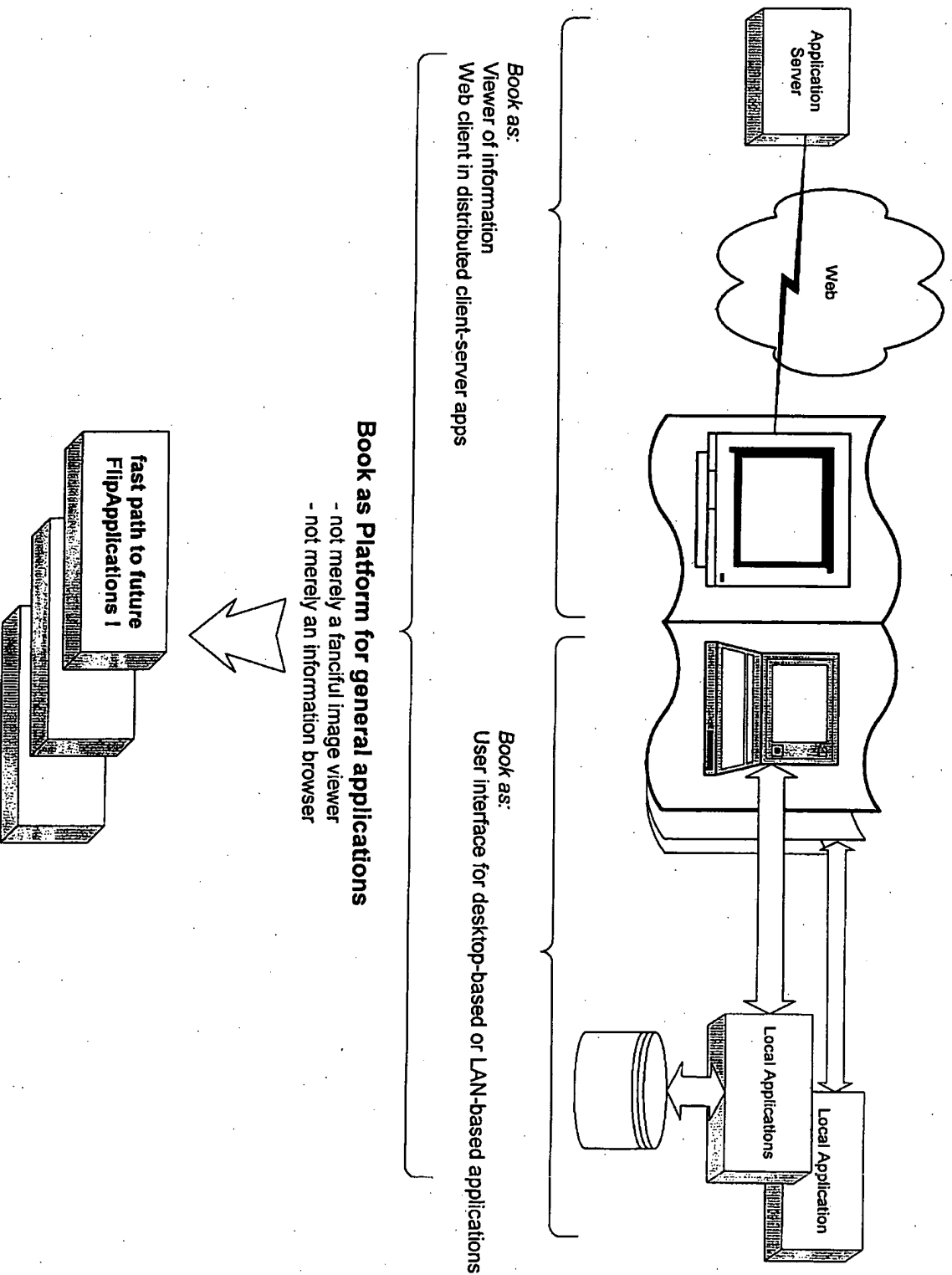




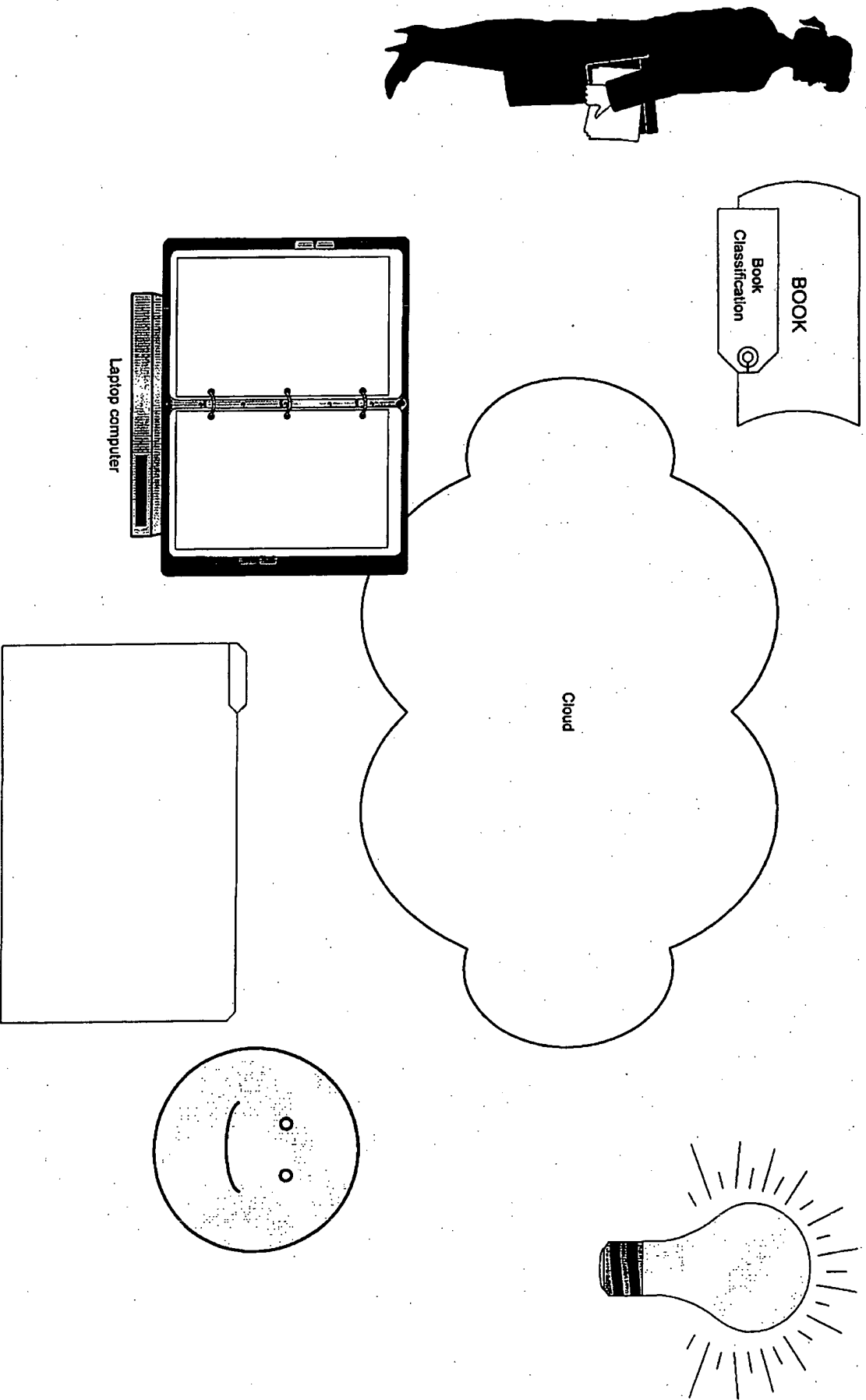


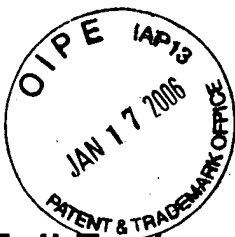


Beyond viewer - Platform



Advertisement - Capitalizing on our Better Model





Foil Explanations

Richard,

Bold fonts correspond to the titles in the slides. I've skipped over some obvious self-explanatory slides.

Rgds, Seet

Relationship between FlipAlbum, FlipBrowser Gold and FlipBrowser

- FlipBrowser is the common viewer
- The others are authoring tools (for different markets), and they can upload their OPFs to a website for remote access by FlipBrowser (so called serverless mode)
- Uploaded OPFs can reference local or remote pages.
- Prior to upload the OPF & the references local pages are copied to an intermediate folder; the OPF's references to the pathnames of local pages are rationalized to relative references.

How the new-version CD-related products fit in

- Future CD-maker will make use of new architecture; this will be essentially FlipAlbum 4.0 plus a CD Maker plugin
- The future Album-on-CDR will embed FlipBrowser
- Intermediate folder again necessary, with the additional requirement: anti-piracy info has to be added to deter piracy

How the planned VCD Maker fit in

- FlipAlbum animation frames will be converted to MPEG via VCD Maker plugin
- Info from local or remote pages become simply image frames since VCD does not execute programs

Web Server Side – Any Work Needed Here

- Emphasize that thus far, all work is on the client side
- Does not mean EBookSys has no involvement, since server-side software do play a part in various situations (where serverless mode is insufficient)

Dynamic OPF – needs server side assistance

- Where data comes from backend sources (eg MIS databases), OPFs may have to be dynamically generated

- The FlipBrowser client will access a CGI program (i.e., URL is a program rather than an static OPF)
- The CGI program (or URL program) is part of the web-server extension, and it will generate the dynamic OPF based on the current backend data, as well as the current dynamic HTML pages (e.g., product catalog pages) referenced by the dynamic OPF
- The Dynamic OPF can of course also reference static HTML pages (eg order form).
- The biolife sample in FlipLibrary is an example of the use of dynamic OPF (when you move your mouse cursor on the biolife hotlink, the URL has a .pl (Perl script) instead of a .opf extension)

Dynamic OPF – various permutations possible

- Just to make a point that server-side activity can be arbitrarily creative
- For instance, crawlers can be employed to generate the dynamic OPFs
- These crawlers would visit websites with valuable info to construct the crawled documents
- Instead of using the original crawled documents, the server could process the documents to extract only the useful contents minus the noise (such as banner ads).
- Crawlers can be activated on demand, or pre-crawled by the server (say once a day). Crawling on demand will of course incur a longer delay in getting the pages streamed to FlipBrowser, but the data would be fresher.
- Reiterating, in non-serverless mode, many permutations are possible since the processing behavior is determined by server code
- Some server code may in the future be genericized to FlipServer products

Beyond Viewer – Platform

- Pause to make a point that the new architecture is an highly extensible platform for future Flip products
- All pages can be containers of applications
- The left part revisits the by-now familiar containment of HTML pages. Coupled with HTTP server, this part illustrates that the usual web-based applications (say involving HTML forms processed by the HTTP server).
- The right part reveals something not quite obvious to most of our staff. The application server can also be your desktop or LAN applications. Many possible FlipProducts (for instance, to manage address books) would need such application servers.
- Both the left part and the right part covers the entire spectrum of distributed and local application server types; hence the platform architecture is geared for *general* applications.
- This book-as-platform is essential for faster creation of future FlipProducts.

Advertisement – What is there for us

- Simply to highlight that EBookSys' activity is not confined to product development alone. Service play is also key

Book Pages – Opportunity for a Better Model of Advertisement Steaming

- First argue that book layouts offer a better model for advertisement than banners, independent of the existence of EBookSys

For EBookSys, that opportunity can be turned into a Competitive Edge

- Then explain why this opportunity, for EBookSys, is even more exploitable than for other vendors
- Reason is the twin enablers
 - Book classification, which we intend to introduce
 - FlipBrowser being our own software, so we can control it to work to our advantage

What about the Advertisement Model?

- We can always rely on the conventional two-party model (between publisher and advertiser, or between EBookSys and advertiser)
- There is a possibility of 3-party model arising from the technical possibility (since we control FlipBrowser) of EBookSys keeping track of which advert has been streamed to which OPF.
- Therefore, if we want, we can maintain some kind of account for authors to record the type of ads that have been streamed to their OPFs. This info could be used as a basis for authors to receive a percentage of ad revenues from advertisers, or from EBookSys. Hence the 3-party model.

Flip Library – What's this about?

- Staff may have heard about fliplibrary.com, which is a preparation for bigger things

FlipLibrary – Tremendous Opportunity for a Portal Play

- Here mention all the usual plans about FlipLibrary, and how it will help bring about the creation of a FlipSpace within the WebSpace

Book Classification

- Mention why the book classification is a key strategic enabler for us, and the steps to protect it from exploitation by future competitors
- The 2nd point is worth underscoring: that it is our intention to make our client products extensions of our backend service strategies (particularly applicable to FlipLibrary)

EbookSys Product Strategy - Dimension of Interaction (final slide)

A simple diagram that highlights the key dimensions (red phrases)

- Recognizes the need for different market focus, with authoring tools specific to each
- Recognizes the opportunity arising from different media channels (PC, CDROM, and later VCD)
- For PC and CDROM channels, FlipBrowser cuts across all markets and across all authoring tools
- The Flip paradigm pervades across all products of EBookSys
- Flipspace underpins our web strategy and signifies that products and portal play are mutually-reinforcing



FlipServer

Product Definition

- *What is FlipServer – one line definition of product*
- *Who are the intended user of FlipServer
(Enterprise, Corporate Intranet, Which sector?)*
- *Why is the need for FlipServer*
 - *Who would pay for it*
- *How FlipServer benefit users*
 - *What are the value-adds*
 - *What are the problems faced by users*

Possible Features (raised in the past)

1. *Web Metrics Compilation*
2. *Client Adaptation*
3. *Dynamic Page Processing*
4. *Performance Enhancement of OPF delivery*
5. *Dynamic Generation of OPF*
6. *Content Syndicated Page Generation*
7. *Auto-narration Support*
8. *Server-side task delegation*

1. Web Metrics Compilation

FlipServer could be equipped with monitoring tools to track the client-side page views and compile statistics for advertisement and other e-commerce applications. This would be useful for websites who derive advertisement revenues from their operations

2. Client Adaptation

FlipServer could communicate with FB in the background so that it could adapt to client-side changes. For instance, when the user resizes the FB window, FB could be programmed to communicate the new window size and currently-viewed page to FlipServer so that its pagination algorithm can recompute the new page sizes of free-flow content. After the recomputation, FlipServer would send a refresh command to FB to resynchronize the displayed pages.

3. Dynamic Page Processing

FlipServer could possess general page processing features such as pagination, filtering, restructuring, and prettifying legacy HTML pages before presentation to FB.

Examples

- **Pagination:** Single large documents that span multiple pages would wherever possible, be reformatted on the fly into smaller pages whose contents can be viewed without the need to scroll the pages.
- Pages could optionally be stripped of non-critical frames and other irrelevancies before being served to FB.
- Tables and other structured objects could be re-dimensioned or restructured wherever possible to fit into a portrait-mode page layout

4. Performance Enhancement of OPF delivery

For sites with very high traffic, the access to very popular OPFs would benefit from a more performance-conscious server strategy than the default one provided by the HTTP server. For instance, the caching of frequently-accessed dynamic pages could help improve performance by cutting down on the regeneration of the pages. FlipServer could potentially provide a performance management layer to handle these bottlenecks more efficiently.

5. Dynamic Generation of FlipBooks

OPFs whose page collections vary over time have to be dynamically generated rather than hardcoded as a physical file. It may be possible for FlipServer to provide a generic middleware service for part of this dynamic generation capability, thereby reducing the programming effort that webmasters would need to incur. The challenge is to sift out this middleware from the environment-dependent part that differs from website to website.

The inspiration for these middleware would have to come from actual flip-enabling experience. For instance, our experience in various aspects of building fliplibrary, such as generating e-text flipbooks, and formatting database search results as flipbooks, etc. can be tapped upon to come up with reusable middleware libraries.

6. Content Syndicated Page Generation

FlipServer could provide facilities to integrate with content syndication tools in order to generate flipbooks whose page contents are dynamically constructed from snippets extracted from other websites' pages.

Note that this is lower-grained than deep-linking. For instance, a flipbook on a personalized travel plan could assemble pages describing nearby hotels, transportation rates, sites of interests, etc. by collating them from the contents of other webpages.

7. Auto-narration Support

FlipServer could be equipped with facilities to stream audio data and page information to FB when it is used in auto-narration mode. FlipServer would need to be able to handle re-synchronization of the streamed data that arises out of events triggered from the client

side, such as the FB user interrupting the auto-narration flow by explicitly flipping to other pages.

8. Server-side task delegation

FlipServer could be the agent to carry out those tasks that are computationally cheaper at the server side than elsewhere. For instance, if the page contents of the flipbook are stored at the server, then operations such as content searching can be carried out at the server through FlipServer.

Note: It may be prudent, however, not to introduce features such as content-searching as an FB-level function if the features cannot be supported by all flipbooks, but to enable it through OPF attributes (i.e., let the author decide if his flipbook is searchable or not).

FlipServer Application

FlipLibrary Software Architecture

OPF Generation

- Format Conversion
 - Text to FLP
 - PDF to HTML, PDF to FLP
 - HTML to FLP
 - Doc to HTML
- Data collection
 - Dynamic OPF generation from database

Book Catalog

- New book registration
- Catalog maintenance
- Search
- Access Control

Advertisement Server

- Association of advertisement to book category
- Dynamic insertion of full page advert into OPF

Housekeeping

- Association of advertisement to book category



Brainstorming Draft - Confidential

FlipAuthor

Possible Features

1. *GUI-based book construction*
2. *Format conversion Tools*
3. *Interface with 3rd party editing tools*
4. *URL Explorer for selecting desired pages off websites*

1. GUI-based book construction

FlipAuthor would feature an interactive, drag & drop style of interface for the webmaster to define the book's pages and all properties of the book and its pages. The goal is to use GUI to achieve full OPF-expressivity without the need to come into contact with OPF syntax.

2. Format Conversion Tools

FlipAuthor would provide software bridges, wherever possible, to selected 3rd party format conversion tools to help webmasters reformat legacy documents from other formats to those supported by FB. In the case of the proprietary FLP format, FlipAuthor will provide built-in conversion facilities from other selected formats to FLP directly.

3. Interface with 3rd party Editing tools

FlipAuthor would provide interfaces, wherever possible, for the many popular 3rd party editing tools that could be used for creating pages defined using industry-standard formats (such as HTML and image files). These integration allows the best-of-breed tools to be used for their respective tasks.

4. URL Explorer for selecting desired pages off websites

FlipAuthor could be equipped with a Windows Explorer-like interface to help webmasters transform the pages at a website into the pages of a flipbook. The tool, called URL explorer, achieves this through features that help webmasters to:

- visually unravel the existing hyperlink structure of a website through a tree-structure that can be manipulated to expose different degrees of details
- form an overview of what pages are available in the website without losing sight of their positions in the hyperlink structure.
- separate the content frames from frames that contain menus and other non-critical info.
- selecting the appropriate pages or groups of pages for inclusion into the flipbook

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